

## For Immediate Release

### For Media Enquiries

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### **TEDxPearlRiver promises TED-style event experience in Hong Kong**

(Hong Kong) Organisers are proud to announce today that the inaugural TEDxPearlRiver event will be held on 30 October 2010 at ArtisTree, Taikoo Place. This is an impressive venue, dedicated to promoting arts and culture, generously provided by Swire Properties. The event will showcase eminent local and international speakers delivering short, inspiring talks to an intimate audience of 500 at the venue and by live webcast.

TEDx was created in the spirit of TED's mission, "ideas worth spreading." The program is designed to give communities, organizations and individuals the opportunity to stimulate dialogue through TED-like experiences at the local level. TEDxPearlRiver is a licensed event.

On a stage designed to celebrate Hong Kong's innovation and creativity, Hong Kong-based speakers will include renowned businessman, philanthropist and founder of DHL International, Po Yang-Chung, celebrated conductor Perry So, and scientists William Mak and Roy Horan. Cybertecture architect James Law, designer on innovation and integrity Joanne Ooi, venture capitalist Po Chi Wu, and entomologist Christophe Barthelemy will also join the ranks of inspiration speakers at the event.



Other speakers will include acclaimed author Margaret Atwood, extreme adventurer Annabelle Bond, renowned explorer and educator Mike Horn, conversation expert Susan Bird, technology entrepreneur Claus Nehmzow, inspiring Sophie van der Stap, and biologist Jill Robinson. The diverse programme offers the first experience of its kind in Hong Kong, aiming to inspire, influence and engage, sparking thought and discussion amongst the audience, both at the venue and online around the world.

TEDxPearlRiver is independently organised by a group of Hong Kong-based visionaries and will be a sponsored event, not-for-profit, free of charge, and by invitation only. TEDxPearlRiver is committed to Ideas Worth Spreading, bringing together Hong Kong and Pearl River Delta movers and shakers, who use both many use both sides of their brains and have side projects in addition their day jobs, who are open to ideas, and who can drive change.

TEDxPearlRiver will offer free knowledge and inspiration from some of the world's most inspired thinkers, aiming to take Hong Kong and the PRD ideas to the world stage. It welcomes people who seek a deeper understanding of the world, and they hope to turn that understanding into a better future for us all.

Other highlights at TEDxPearlRiver will include Hong Kong's first iPad/iPhone and Piano concerto, presented by Hong Kong composer Samson Young, and access to scientist William Mak's innovative biotech mobile lab bus, a novel and ingenious method for teaching science to kids. Exhibitions by local artists will also feature. The full programme will be confirmed shortly before the event.

TEDxPearlRiver is supported by Swire Properties and other investors in Hong Kong creativity and ideas for the future.

Post event, the recorded talks will also be posted onto [TEDxPearlRiver.com](http://TEDxPearlRiver.com), [Tudou.com](http://Tudou.com), [TED.com](http://TED.com) to be shared with the rest of the world.

Anyone interested in this event please see [www.TEDxPearlRiver.com](http://www.TEDxPearlRiver.com). Anyone interested in supporting this unique event through sponsorship should contact the event coordinator Mireya Garcia at [+852 94798019](tel:+85294798019), or email [mayahk@gmail.com](mailto:mayahk@gmail.com).

Participate  
Engage  
Fund  
Innovate

--End--

#### Notes to editors

For further information regarding the event:  
<http://www.tedxpearlriver.com>

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#### About TEDx

At TEDx events, unique talks given by live speakers combine with TEDTalks videos to spark deep conversation and connections. TEDx events are fully planned and coordinated independently, on a community-by-community basis.

- 230 TEDx events took place in 2009
- 25 Languages
- 80 Countries

<http://www.ted.com/tedx>

#### About TED

TED is a nonprofit organization devoted to Ideas Worth Spreading. Started as a four-day conference in California 25 years ago, TED has grown to support those world-changing ideas with multiple initiatives. The annual TED Conference invites the world's leading thinkers and doers to speak for 18 minutes. Their talks are then made available, free, at TED.com. TED speakers have included Bill Gates, Al Gore, Jane Goodall, Elizabeth Gilbert, Sir Richard Branson, Nandan Nilekani, Philippe Starck, Ngozi Okonjo-Iweala, Isabel Allende and UK Prime Minister Gordon Brown. The annual TED Conference takes place in Long Beach, California, with simulcast in Palm Springs; TEDGlobal is held each year in Oxford, UK. TED's media initiatives include TED.com, where new TEDTalks are posted daily, and the Open Translation Project, which provides subtitles and interactive transcripts as well as the ability for any TEDTalk to be translated by volunteers worldwide. TED has established the annual TED Prize, where exceptional individuals with a wish to change the world are given the opportunity to

put their wishes into action; TEDx, which offers individuals or groups a way to host local, self-organized events around the world, and the TEDFellows program, helping world-changing innovators from around the globe to become part of the TED community and, with its help, amplify the impact of their remarkable projects and activities.

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TEDGlobal 2010, "And Now the Good News," was held July 13-16, 2010, in Oxford, UK. TED2011, "The Rediscovery of Wonder," will be held February 28- March 4, 2011, in Long Beach, California, with the TEDActive simulcast in Palm Springs, California.